

consultation results show that economy, education, science, culture and health can have a significant positive impact on the economic behavior psychology of taxpayers, because these two fiscal expenditures can directly or indirectly stimulate the consumption psychology of taxpayers, thus increasing the consumption frequency and consumption type of taxpayers and raising the level of consumer prices.

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RESEARCH ON THE APPLICATION OF TRADITIONAL ART IN MODERN ART TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of psychology with a wide range of applications. Its research focuses on teaching psychology and the effect of educational intervention in the context of education and teaching. As an innovative comprehensive subject integrating pedagogy and psychology, educational psychology can deeply analyze the psychological process and psychological phenomenon of the interaction between students and teachers in the process of learning and teaching knowledge in the context of education and teaching. The main mechanism of educational psychology is to re create the relevant theories or research results of psychology and apply them to the actual process of education and teaching, so as to achieve the goals of curriculum design, teaching method improvement, learning motivation enhancement and so on. Compared with general psychology, educational psychology has a closer relationship with the relevant theories of pedagogy. It mainly explores various psychological phenomena and psychological development laws under the conditions of education and teaching. It has unique disciplinary characteristics, and is expected to effectively and rapidly achieve the educational purpose, and ensure that students' moral, intellectual, physical, aesthetic, labor and other aspects are developed and improved to a certain extent. As the core component of Chinese traditional culture, traditional art occupies an important cultural position and provides unlimited creative inspiration for artistic creation in all walks of life. In the process of historical accumulation, traditional art has been constantly updated and improved. With its diversified art forms and strong traditional cultural atmosphere, it shows more and more profound cultural and artistic values. In the current modern art teaching, we often only pay attention to the artistic characteristics or teaching focus of modern art, and do not transfer the traditional artistic charm and cultural connotation to students, so it is usually difficult to obtain excellent art teaching results. Modern art design should be based on China's traditional culture and traditional art. On the basis of fully understanding and respecting traditional art, its unique advantages should be applied to modern art teaching, so that modern art design works can perfectly reflect the beauty and charm of traditional art design. In short, when carrying out modern art teaching, we should dig into the cultural connotation and artistic characteristics of traditional art, inject them into modern art teaching design, and finally obtain modern art works with unique oriental charm. From the perspective of educational psychology, the research will explore the application effect of traditional art in modern art teaching and students' learning experience.

Objective: In view of the problems and influences existing in modern art teaching, this paper makes a detailed exploration, and adopts corresponding teaching measures to perfectly integrate traditional art into modern art teaching, hoping to ensure the application effect of traditional art in modern art teaching, enhance students' learning experience and psychological acceptance in the process of modern art learning, and finally realize the effective improvement of the quality of modern art teaching.

Subjects and methods: In the three universities, 42 modern art majors were randomly selected as the research objects, a total of 126. The research applied traditional art to modern art teaching as a means of teaching intervention. The self-designed "modern art teaching effect and learning psychological evaluation scale" was used to evaluate and analyze their learning and psychological state before and after the educational intervention. The total score of the scale was set at 100 points, which mainly included five evaluation indicators: art level, cultural value, psychological acceptance, artistic aesthetic experience and learning achievement. The 5-level scoring standard is adopted for evaluation. The score from 1 to 5 indicates extremely low, low, average, high and extremely high respectively. The higher the score of the scale, the better the learning effect and learning experience of the tested college students. Matlab software and SmartBI software are used for statistical analysis of various data obtained in the study.

Results: Table 1 shows the changes of scores of college students in modern art teaching before and after

the application of traditional art. Before the educational intervention, the teaching effect of modern art teaching was not very significant. The scores of the self-designed scale of the tested college students were at a low level as a whole, among which the scores of art level and cultural value were the lowest, which showed that the teaching quality of modern art teaching was low when traditional art was not applied. After the educational intervention, the application of traditional art significantly improved the scores of all dimensions of the scale, among which the increase in the score of cultural value dimension was the most significant. Compared with before the educational intervention, the total score of the self-designed scale of the college students increased by 53.62%.

Table 1. Self-designed scale scores of college students before and after the application of traditional art to modern art teaching

Evaluation time	Before the application of traditional art	After the application of traditional art	<i>t</i>	<i>P</i>
Artistic level	8.25±1.54	16.49±1.34	45.310	0.000
Cultural value	7.13±1.77	18.05±1.83	48.146	0.000
Psychological acceptance	11.27±1.61	15.38±1.75	19.401	0.000
Artistic aesthetic experience	16.04±2.13	17.84±1.92	7.046	0.000
Sense of learning achievement	12.98±1.96	17.76±2.02	19.063	0.000
Total score of self-set meter	55.67±3.85	85.52±4.14	59.267	0.000

Conclusions: In China’s traditional art, diversified artistic images not only show the charm of traditional art, but also provide more creative inspiration for the creation and design of modern art works. The research on the practical process of applying traditional art to modern art teaching has greatly enhanced students’ sense of learning achievement and artistic aesthetic experience. On the basis of ensuring the application effect of traditional art in modern art teaching, it has realized the promotion of traditional art and the comprehensive development of students.

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RESEARCH ON THE CONSTRUCTION AND INNOVATION OF AGRICULTURAL AND ANIMAL HUSBANDRY INDUSTRY CONSORTIA FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: The main task of consumer psychology is to study the psychological activities generated by human consumption activities and their changes. Consumer psychology is a new interdisciplinary subject composed of economics and traditional psychology. The research objects of consumer psychology are generally the process of psychological activities and personality psychological characteristics of consumers, consumer psychology and consumption habits of consumer groups, marketing methods, the impact of social environment on consumer psychology, and so on. Consumer psychology is of great significance to enhance business profits, expand brand awareness and premium. In addition, consumers’ buying behavior is not random, but influenced by various realistic and potential factors, which are more or less related to consumers’ psychology in essence. With the improvement of the national economic level, people’s consumption demand for agricultural and animal husbandry products shows a trend of diversification and quality. The traditional standardized and industrialized production mode of agricultural and animal husbandry products can no longer fully meet the current changing consumer psychology and consumer demand. Therefore, this research focuses on exploring the impact of the new agricultural and animal husbandry industry consortium business strategy under the guidance of consumer psychology on consumer psychology, hoping to provide some useful references for improving the market competitiveness of domestic agricultural and animal husbandry enterprises.